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INTV

Taking the measure of the Ferris FCC

Broadcasting Jan 19

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Our 50th Year □ 1981

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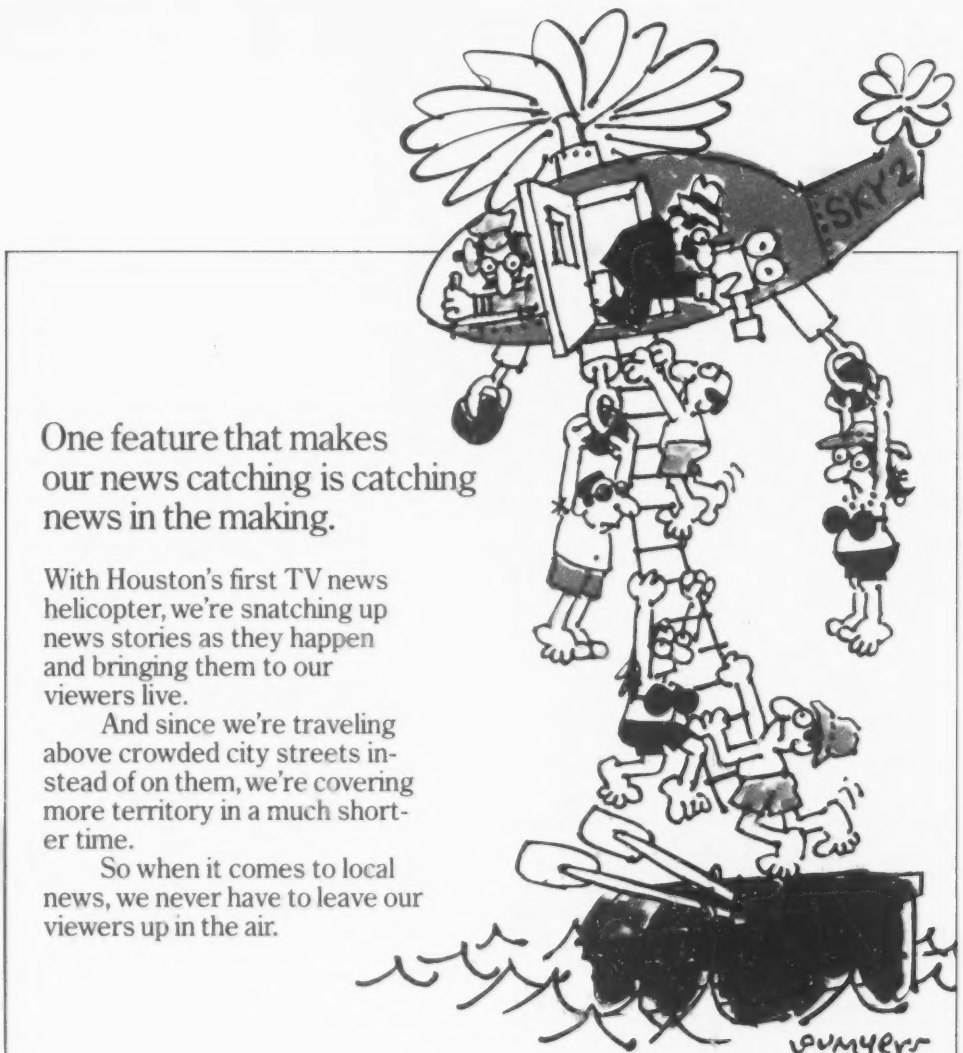

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##SAMPLE

The Week in Brief

TOP OF THE WEEK

ROBERT E. LEE WINS THIS ONE ☐ Dean of FCC commissioners expected to be named interim chairman. Fowler is in the lead for permanent post. **PAGE 31.**

FREER AT LAST ☐ Radio deregulation passed by FCC in package that removes multitude of requirements and guidelines. **PAGE 31.**

DREDGING IN HOUSTON ☐ Federal court there will try to bring up circumstances surrounding cable franchise grants in early 1979. **PAGE 34.**

CURTAIN TIME FOR REAGAN ☐ Media troops mass in Washington for tomorrow's inauguration extravaganza that really begins tonight. **PAGE 35.**

IN STARTING BLOCKS AGAIN ☐ Ever-entrepreneur Eller and Columbia Pictures near deal for media venture. **PAGE 36.**

EARLY ELECTION PROJECTIONS ☐ They are key factor in rash of bills in new Congress. **PAGE 36.**

FERRIS IN RETROSPECT ☐ Outgoing FCC chairman's marketplace approach—key to his regulatory philosophy—brought deregulation and provided entry for new technologies. Along way, Ferris's stance and conduct cost him dearly in support. **PAGE 37.**

SPECIAL REPORT

THE SPIRIT OF INDEPENDENTS ☐ INTV's annual convention is under way with lively agenda that includes look at Burke study on commercial recall, satellite visit by Reagan's FCC transition team and workshops on sales, programing and government issues. **PAGES 47-48.**

WALKING TALLER ☐ Within ranks of INTV, there's enthusiasm that's bolstered by happy financial data from FCC. **PAGE 50.** Along Madison Avenue, independents are acquiring parity with competitors, attracting more and more upscale clients. **PAGE 54.** Independents assess role of new technology in their operations. **PAGE 56.** Changing demographics have revamped programing. **PAGE 58.** How promotion adds luster to independents' risen star. **PAGE 66.**

LAW & REGULATION

A GAVEL FOR DINGELL ☐ Michigan Democrat expected to be named chairman of House Commerce Committee that may redesign its subcommittees. **PAGE 76.**

PROGRAMING

NBC CHARTS COURSE ☐ At gathering of TV critics and reporters in Los Angeles, network explains its next programing moves, offers optimistic analysis of its current third place in ratings, keeps reaffirming its faith in Silverman. **PAGE 90.**

BUSINESS

BULLISH ON CABLE ☐ That's feeling of Adams-Russell which plans $13-million commitment to build up CATV interests. **PAGE 100.**

MEDIA

REGEARING ☐ Liberals plan media access strategy in new environment at Mott-sponsored symposium. **PAGE 102.**

1944

THE 'BROADCASTING' YEARS ☐ Congress and the FCC continued to spar even though the principal antagonists, commission Chairman Fly and Representative Cox left the ring. Early in 1944, newspaper owners won their battle for their right to be broadcast owners. And radio wrote more brilliant chapters in the presidential election, on the beaches of Normandy and at every other place that wartime America needed its services. **PAGE 111.**

PROFILE

CROSSOVER—AND UP ☐ Ex-newsman Bob Mulholland felt left out as he watched NBC News call Ronald Reagan's victory last November. It was one price Mulholland had to pay for his successful transition to the corporate side and the presidency of the NBC Television Network. **PAGE 137.**

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NBC News's *Today* show beginning Jan. 27. NBC News President William Small indicated he intends to keep host Tom Brokaw on the program when Brokaw's contract comes up for renewal this spring.

■ Small said NBC's plans to introduce a half-hour news program during the daytime schedule have been put on hold due to the network's poor daytime ratings. Small said the disastrous performance of last year's *David Letterman Show* cost the network many affiliates in that time period and NBC believes it is unwise to introduce a new program now (a news show had been slated for August of this year).

■ Small conceded the coming retirement of Walter Cronkite as CBS's top anchorman represents "an important change" affecting network news audiences, suggesting they may be tempted to "taste the product" offered by NBC and ABC. Small indicated, however, he does "not expect a dramatic drop in CBS's ratings" after Cronkite's departure.

■ Tartikoff said NBC, in anticipation of a possible strike by Hollywood writers, directors or both this spring, is ordering series scripts for all of next season on some of its shows and may begin production on them as soon as episodes for next fall are completed, rather than after June 1 (the target date for such a strike).

■ NBC's executive sports producer, Don Ohlmeyer, in a separate session, said pay TV and pay cable are threats to the future of sports broadcasting and should be considered as such by the audience. "When the day comes that you can't turn your set on Sundays and watch football without paying $5 for the game," Ohlmeyer told the television press, "that's a threat."

Monitor

First for year. ABC's *Good Morning America* claims early-morning victory for 1980 with yearly average of 5.2 rating and 29 share compared to NBC's *Today* with 4.9/27—said to be first year *Today* has fallen from dominance since it was launched in January 1952.

□

New partners. Ralph Edwards, known best for game and panel shows, has signed production and development deal with Columbia Pictures Television. In another arrangement (nonexclusive), Filmation will be drawing from CPT library of films and TV programs to produce animated shows that CPT will distribute. Elsewhere, Stigwood-Yellen Productions has been formed pairing Robert Stigwood, chairman of Stigwood Group, with Linda Yellen, executive producer of CBS-TV's controversial *Playing for Time*. Two-year pact covers movies and TV.

□

Mobil mini-series. Negotiations are said to be under way for additional properties, but already on Mobil's 1981-82 television schedule are six mini-series. Five go to Public Broadcasting Service: *Love in a Cold Climate, Drake's Venture, A Town Called Alice, Reilly* and *The Search for Alexander the Great*. Syndicated Mobil Showcase Network on commercial television will feature *Winston Churchill: The Wilderness Years*.

□

Play. "The Elephant Man," will air next season as first of *ABC Theater on Broadway* specials. Network is working with Marble Arch Productions. TV performance will include Philip Anglim and Kevin Conway from original Broadway cast.

□

Public 'Playhouse.' Major new drama series is planned for public television in 1981-82 by four-station consortium of KCET-TV Los Angeles, South Carolina Educational Television Network, WGBH-TV Boston and WNET(TV) New York. Called *Playhouse*, series will be of varying lengths and will be funded by grants from Corporation for Public Broadcasting, private sources and stations not affiliated with consortium. Initial $2 million is being made available by CPB for dramatic program production by stations and independent producers, and programs receiving these grants could be broadcast on *Playhouse* in 1981-82 season. Additional $2.5 million CPB grant is contingent on consortium's ability to raise $4 million in additional funding from public TV stations. If challenge is met, total of $8.5 million will be available to support dramatic production in 1981-82.

Ratings Roundup

Score another for CBS-TV. With winning averages on Monday, Thursday, Friday and Sunday, CBS took prime time for the week ended Jan. 11. Its 20.5 rating and 31 share easily outdistanced both NBC-TV and ABC-TV, which earned an 18.4/28 and 18.3/26, respectively. At NBC, the inching into second place gave reason for cheer—it was ABC's second week in a row in the basement.

With its "Phase III" schedule filtering in (BROADCASTING, Jan. 5), NBC showed strength on Tuesday. *Lobo* scored a 20.6/30 and a two-hour *Flamingo Road* episode brought a 20.5/31. An expanded hour of the new *Sanford*, however, ran a poor third (14.6/23) as the network's opener on Friday. On Sunday, a 96-minute NFL playoff runover proved a strong ratings bonus, earning a 30.9/45.

Of the week's eight prime-time movies, none reached a 30 share. The best performance was a rerun of "Oh God" (19.3/28) on NBC and the worst, ABC's *Topper* rerun (13.8/22), competing against CBS's powerhouses: *Dukes of Hazzard* (29.8/46) and *Dallas* (33.9/56). On Sunday, ABC's rerun of "High Plains Drifter" with Clint Eastwood drew an 18.3/27 and NBC's first TV run of "Magic" scored a 16.4/26.

The First 20

1.	*Dallas*	CBS	33.9/56
2.	*NFL Playoff Game* (runover)	NBC	30.9/45
3.	*Dukes of Hazzard*	CBS	29.8/46
4.	*The Jeffersons*	CBS	27.3/39
5.	*M*A*S*H*	CBS	27.3/38
6.	*Love Boat*	ABC	25.9/42
7.	*60 Minutes*	CBS	25.2/36
8.	*Alice*	CBS	25.2/35
9.	*Little House on the Prairie*	NBC	24.8/34
10.	*Trapper John M.D.*	CBS	24.6/38
11.	*One Day at a Time*	CBS	24.6/34
12.	*Fantasy Island*	ABC	24.4/43
13.	*House Calls*	CBS	23.9/34
14.	*Three's Company*	ABC	22.7/32
15.	*Diff'rent Strokes*	NBC	22.4/33
16.	*Lou Grant*	CBS	21.9/33
17.	*Too Close for Comfort*	ABC	21.1/31
18.	*Lobo*	NBC	20.6/30
	Real People	NBC	20.6/30
20.	*Archie Bunker's Place*	CBS	20.6/29
	Laverne & Shirley	ABC	20.6/29

The Final Five

64.	*Breaking Away*	ABC	12.3/20
65.	*Freebie and the Bean*	CBS	11.3/18
66.	*Momma the Detective* (special)	NBC	11.2/17
67.	*Secrets of Midland Heights*	CBS	10.4/18
68.	*NBC Magazine*	NBC	8.0/13

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MoreMusicProgramming

QUALITY AUTOMATED RADIO FORMATS

SINCE 1974

Seller is owned by John Rutledge (80%) and Chuck LeGette (20%). They also own WINN(AM) Louisville. Wood owns WEBN(FM) Cincinnati of which younger Wood is president and general manager. Action Dec. 24, 1980.

■ KCTO-AM-FM Columbia, La. (AM: 1540 khz, 1 kw-D; FM: 103.1 mhz)—Granted transfer of control of stations from Ernest R. Sandidge (80% before; none after) to Tom D. Gay (20% before; 100% after). Consideration: $100,000. Seller: Sandidge also owns 80% of KLPL-AM-FM Lake Providence, La. Buyer: Gay is general manager and 20% owner of KCTO-AM-FM. He is also general manager and 20% owner of KLPL-AM-FM. Action Dec. 24, 1980.

■ KBEW(AM) Blue Earth, Minn. (AM: 1560 khz, 1 kw-D)—Granted assignment of license from Faribault County Broadcasting Co. to Minnesota-Iowa Radio Inc. for $750,000. Seller is owned principally by Paul C. Hedberg who is also principal owner of KEEZ(FM) Mankato, KQAD-AM-FM Luverne and KMRS(AM)-KKOK(FM) Morris, all Minnesota, as well as cable system in Blue Earth. Buyer is owned principally by Jerry Papenfuss who also owns KAGE-AM-FM Winona and KBRF-AM-FM Fergus Falls, both Minnesota. Action Dec. 31, 1980.

■ KSRD(FM) Seward, Neb. (FM: 96.9 mhz, 100 kw)—Granted assignment of license from Tricounty Broadcasting to KSRD Radio Co. for $530,000. Seller: Frank R. Newell (61.67%), wife Dianne (5%) and Richard E. Witkovski (33.33%). They have no other broadcast interests. Buyer: Herman Lee Reavis, Vinny R. Wheeler and sons Stephen, Leonard, and Clark (20% each). Reavis is executive vice president AM operations for Mel Wheeler Inc., licensee of WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM)-KDDC(FM) Denton, Tex., last having been sold (BROADCASTING, July 21, 1980). Vinny Wheeler is wife of Mel Wheeler and secretary/treasurer of his radio operations. Stephen, Leonard and Clark, sons of Mel Wheeler, each have 10% interest in father's radio properties. Stephen is producer for KCST-TV San Diego; Loenard is assistant manager of KITT(FM) San Diego, which Mel Wheeler has 50% interest in and which has been sold subject to FCC approval (BROADCASTING, July 14, 1980). Clark is station manager of KDNT-KDDC. Action Dec. 24, 1980.

■ WYNC(AM) Yanceyville, N.C. (AM: 1540 khz, 1 kw-D)—Granted assignment of license from WMC Broadcasters Inc. to Caswell County Associates for $60,000. Seller: Charles A. Womack Jr., Harold D. McCain and Samuel F. Cooper (one-third each). Cooper will retain 10% interest in station after completion of sale. They have no other broadcast interests. Buyer: Robert E. Johnson and Leo T. Martin (45% each) and Samuel F. Cooper (10%). Johnson is president and 20% owner of WYAK-AM-FM Surfside Beach-Garden City, S.C. Martin is 50% owner of H&R Block Co. franchise chain (eight locations in South Carolina). Action Dec. 15, 1980.

■ KRRO(AM) Ardmore, Okla. (FM: 92.1 mhz, 3 kw)—Granted assignment of license from J.W. Braver to Pro Media Inc. for $300,000. Seller: Braver has no other broadcast interests. Buyer: Richard L. Moore (51%) and Robert D. Hanna (49%). Moore, Midland, Tex.-based, has various oil and gas interests throughout state. Hanna is Dallas-based media broker. He owns 20% of KERV(AM)-KPFM(FM) Kerville, Tex. He is 33% owner of Black Cat Broadcasting which has purchased KROX(AM) Crookston, Minn. (BROADCASTING, July 14, 1980). He is also 27% owner of applicant for new FM in Crookston. Moore has no other broadcast interests. Action Dec. 24, 1980.

■ KLYX(AM) Sioux Falls, S.D. (AM: 1520 khz, 500 w-D)—Granted assignment of license from Sodak Broadcasting Inc. to MRI limited partnership for $175,000 (long term) or $135,000 cash at closing. Seller: Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX-FM Sioux Falls. Buyer: Mid-America Radio Inc. (general partner [30%] and ten limited partners). Mid-America is owned by Rollyn H. Samp (23.5%) and George L. Robertson (35.3%) and four others. Samp is Sioux Falls realtor. Robertson is Sioux Falls advertising executive. They have no other broadcast interests. Action Dec. 24, 1980.

Facilities Changes

FM application

■ WDSC(FM) Dillon, S.C.—Seeks CP to increase ERP to 100 kw, HAAT to 553 ft., install new ant., trans., and transmission line. Ann. Jan. 2.

AM actions

■ KXRX(AM) San Jose, Calif.—Granted CP to increase power to 50 kw-D; make changes in ant. sys.; conditions (BP-791128AD). Action Dec. 22, 1980.

■ WROZ(AM) Evansville, Ind.—Dismissed application of Radio Evansville Inc. for CP to make changes in ant. sys. (BP-20, 985). Action Nov. 26, 1980.

■ WVNH(AM) Salem, N.H.—Dismissed application for CP to increase power to 25 kw and make changes in DA system, and change trans. (BP-20, 546). Action Nov. 28, 1980.

■ WATS(AM) Sayre, La.—Granted CP to increase power to 5 kw (BP-800115AE). Action Dec. 22, 1980.

■ WAYY(AM) Chippewa Falls, Wis.—Granted CP to change TL to S.W. corner of county highways "P" & "OO", Chippewa Falls; make changes in ant. sys.; conditions (BP-800121AM). Action Dec. 22, 1980.

■ WTSO(AM) Madison, Wis.—Dismissed application of Midcontinent Broadcasting Co., of Wisconsin Inc. for CP to redescribe TL to Tower Rd., W. of Highway 51, near McFarland, Wis., and make changes in ant. sys. (BP-20, 995). Action Nov. 26, 1980. Action Nov. 26, 1980.

■ WZUU(AM) Milwaukee—Granted CP to change SL from Milwaukee to Greenfiled, Wis.; change hours of operation to U by adding 5 kw-N; increase D power to 5 kw; change non-DA to DA-2; change TL and SL to 5732 W. Rawson Ave., Franklin, Wis., and make changes in ant. sys.; conditions (BP-800328AD). Action Dec. 19, 1980.

In Contest

FCC decisions

■ FCC has affirmed its July 17 decision granting application of Santa Monica Broacasting Inc., to change TL, power and ant. height of KSRF(AM) Santa Monica, Calif. In so doing, FCC denied Hutton Broadcasting Inc.'s petition for reconsideration. Hutton, licensee of co-channel station KOCM(FM) Newport Beach, Calif., had petitioned to deny KSRF facilities change application stating that grant would increase interference to its operation. In denying reconsideration FCC said Hutton had not established any new basis for rejecting FCC's original conclusion that interference to KOCM would be reduced slightly. (FCC 81-8). Action Jan. 8.

■ FCC has certified to Small Business Administration (SBA) that FCC rulemakings to amend tables of FM or TV channel assignments would not have significant economic impact on substantial number of small entities and therefore are not subject to certain new regulatory procedures, required by Regulatory Flexibility Act of 1980, designed to ensure that federal agencies consider economic effects of each rule on small businesses, small nonprofit organizations and small government jurisdictions. It requires that for rulemakings begun after Jan. 1, federal agencies follow certain procedures whenever rule, if adopted, would have significant impact on substantial number of small entities.

Act requires FCC to prepare and make available for public comment analyses of possible impact on small entities both for notices of proposed rulemaking and for final report and order. However analysis requirements do not apply if agency head notices of proposed rulemaking and for final report and order. However analysis requirements do not apply if agency head certifies, by publication in Federal Register and by notification to SBA, that proposed rule will not have substantial impact on small entities. FCC regularly conducts rulemakings to amend FM and TV channel assignment tables in its rules. FCC said such rulemakings maintain same procedural safeguards as other rulemakings but concern only limited number of communities or parties and therefore are properly exempted because they do not have kind of impact on small entities covered by Regulatory Flexibility Act. (FCC 81-14). Action Jan. 8.

Allocations

Application

■ Canton, Ill.—Canton Communications requests amendment of FM table of assignments to assign 100.9 mhz to Canton. (RM-3816). Ann. Jan. 9.

Actions

■ New Smyrna Beach, Orlando, and Winter Park all Florida—In response to various petitions, proposed three plans to amend TV table of assignments for New Smyrna Beach, Orlando and Winter Park: 1) Substituting noncommercial reservation of ch. 15 at New Smyrna Beach with chs. 46 and 68 with one of those to be reserved for noncommercial use, reassigning ch. 15 to Orlando for commercial use, and assigning ch. 65 to Winter Park; 2) substituting ch. 15 with chs. 46 and 68 at New Smyrna Beach, and assigning chs. 15 and 65 to Orlando for commercial use; 3) retaining ch. 15 at New Symrna Beach but as commercial assignment, assigning ch. 46 to New Smyrna Beach as noncommercial reservation, and assigning ch. 65 to Orlando. Comments Beach, and assigning chs. 15 and 65 to Orlando for commercial use; 3) retaining ch. 15 at New Symrna Beach but as commercial assignment, assigning ch. 46 to New Smyrna Beach as noncommercial reservation, and assigning ch. 65 to Orlando. Comments due Feb. 23, replies Mar 16. (BC Doc. 80-774). Action Dec. 23, 1980.

■ Norton, Kan.—In response to petition by Norton Broadcasting Inc. proposed assigning 106.7 mhz to Norton as its first FM assignment, comments due March 2, replies March 23 (BC Doc. 80-782). Action Dec. 31, 1980.

■ Memphis, Mo.—Assigned 96.7 mhz to Memphis as its first FM assignment, effective March 2 (BC Doc. 80-132). Action Dec. 30, 1980.

■ Lawton, Okla.—Assigned 95.3 mhz to Lawton as its third FM assignment, effective March 3 (BC Doc.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

*Special temporary authorization

**Includes off-air licenses